### **NIKHIL MAYANK**

Highly knowledgeable professional with proven track record of developing winning comprehensive sales & marketing strategies focused on achieving breakthrough sales objectives while creating unique strategies & managing business relationships, targeting assignments in Sales & Marketing

Strategy Planning & Execution | New Business Development | P&L Management | Channel Management | Relationship Management

- A Strong Visionary Professional, offering over 23 years of impeccable career with verifiable year-after-year success in achieving revenue, profit, and business growth objectives within turnaround, and rapid-change environments; expanding the revenue base in the market and achieving top-line and bottom-line profitability
- A keen planner with skilled son formulating policies for elevating profitability by running sales operations, increasing sales growth and driving initiatives in order to achieve business goals
   Resourceful in managing business operations and determining company's mission & strategic direction as conveyed through policies &
- corporate objectives.
- Wealth of expertise entails in analyzing market trends, competitor positions & economic factors to develop key programs for organization and facilitating closure of deals.
- Pioneering experience in devising & implementing product management plans after studying current consumer insights & technology trends and effectuating the same for different consumer segments.

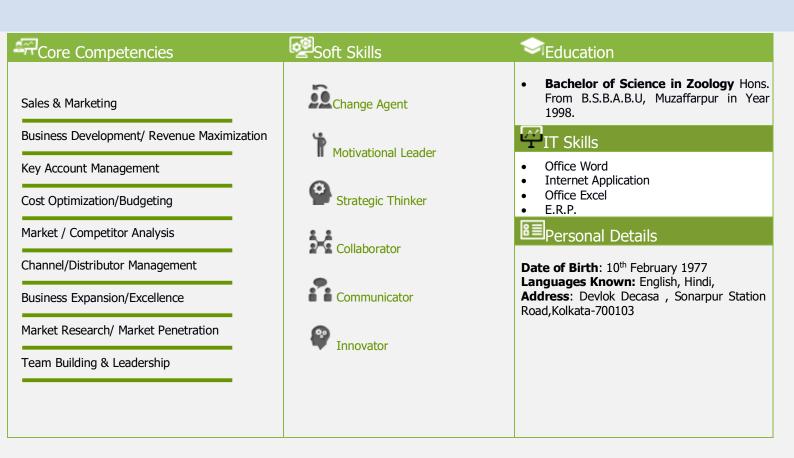
  Exhibited excellence in identifying & establishing strategic alliances / tie-ups with suitable business partners, resulting in deeper market
- penetration to achieve profitability

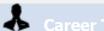
  Business Manager with experience in managing overall operations, finances & cost/budgets of branch & profit centers along with revenue
- targets, thereby ensuring required profitability of business operations in the dead area

  Insightful professional with notable success in key account management, customer segmentation, brand positioning, & sales cycle
- management, customer retention/satisfaction for continued business opportunities

  Fusing entrepreneurial drive & vision to identify organizational strength/ weaknesses to redirect missions, create new markets & harvest
- untapped business opportunities

  Thought Leader: Expertise in turning around business, and enhancing the value of enerating business units through process improvement
- Thought Leader: Expertise in turning around business, and enhancing the value of operating business units through process improvements
  focused on sales & best practice identification and implementation





Lubi **Submersibles** Ltd. Bihar

2001-2004

2004-2006

**Khaitan Electricals** Ltd., Bihar & **Jharkhand** 

**Ujala Pumps** Pvt. Ltd. Bihar & **Jharkhand** 

2006-2010

2010-2013

**Bajaj Electricals** Limited, Bihar, 2013- Jan 2020 **Jharkhand& Nepal** 

La-Gajjar 2020- OCT 2023 **Machineries Pvt.** Ltd. (East Zone)

**Jalganga Pumps** 

LLP. (East Zone)

**URBE Technovatives** Pvt Ltd. (East Zone)

Nov 2023



**Working Experience** 

with JALGANGA PUMPS LLP. Eastern Region including Chhattisgarh Zonal Manager-Marketing-

#### **Key Result Areas:**

- Identifying and networking with financially strong & reliable channel partners, resulting in deeper market penetration and improved market share; implementing marketing strategies for promoting products as per plans of company.
- Developing and maintaining dealer's network strategy around 127 channel partners.
- Managing demand forecasting & managing inventory; ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers.
- Formulating business plan and departmental objectives; ensuring all company targets as per plan & look all operations from Micro & Macro perspective.
- Exploring & developing new markets for promoting the products; conducting competitor analysis by keeping ahead of market trends & competitor to achieve market share metrics.
- Initiating formats for quarterly and weekly group meetings to further employee relationships, provide motivation, and develop new business.
- Administering campaigns and marketing programs including contact strategy, target audience segmentation and customer insight; developing marketing campaigns/programs to drive results against set revenue goals and customer satisfaction metrics.
- Supervising training & development of the team members for implementation of newer strategies and helping them to achieve the monthly business target
- Assessing performance of the vendors based on various criterions such as quality, delivery, credit terms, response and so on in the organization.
- Monitoring the performance of the Sales Team by establishing a system of reports and communications involving sales reports, cyclical sales meetings, sales newsletters and bulletin.
- Archived maximum target 25 Cr in 22-23 year.



### Work Experience

May'13- Jan 20 with La-Gajjar Machineries Pvt. Ltd. (Varuna Pump), Eastern Region including Chhattisgarh as Zonal Manager-Marketing-Electrical Motor Pump, Column Pipe, Cable & Solar Product.

### **Key Result Areas:**

- Identifying and networking with financially strong & reliable channel partners, resulting in deeper market penetration and improved market share; implementing marketing strategies for promoting products as per plans of company.
- Developing and maintaining dealer's network strategy around 282 channel partners.
- Managing demand forecasting & managing inventory; ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers.
- Formulating business plan and departmental objectives; ensuring all company targets as per plan & look all operations from Micro & Macro perspective.
- Exploring & developing new markets for promoting the products; conducting competitor analysis by keeping ahead of market trends & competitor to achieve market share metrics.
- Initiating formats for quarterly and weekly group meetings to further employee relationships, provide motivation, and develop new business.
- Administering campaigns and marketing programs including contact strategy, target audience segmentation and customer insight; developing marketing campaigns/programs to drive results against set revenue goals and customer satisfaction metrics.
- Supervising training & development of the team members for implementation of newer strategies and helping them to achieve the monthly business target.
- Assessing performance of the vendors based on various criterions such as quality, delivery, credit terms, response and so on in the organization.
- Monitoring the performance of the Sales Team by establishing a system of reports and communications involving sales

- reports, cyclical sales meetings, sales newsletters and bulletin.
- Archived maximum target 132 Cr in 19-20 year.



# Notable Accomplishments across the Career

- Augmented revenue by 14% and market share by 9% through the implementation of New Chanel Development and New **Product strategies**
- Developed strategic and operational sales plans which resulted in 95% increase in overall sales and gross margin.
- Amplified customer base by 34% through maintaining effective relationships, 76% (Created New Chanel and Bonding **Scheme for existing Network)**
- Identified target markets and established successful plans to develop them, thereby bringing in INR 35 Cr worth additional revenue
- Expanded sales by 12% through innovative selling techniques such as 9cr (Through RRK Scheme to Bond Retail Network)
- Collaborated with internal and external stakeholders to acquire technical and customer information to enable effective pitching for new business accounts.
- Developed a new system for generating sales leads which was implemented across the organization and resulted in a 25% improvement in sales performance-Similar Price List across the LGM
- Led a team of 36 sales executives in a promotional campaign that resulted in increased sales of INR 8 Cr and the company exceeding its annual sales targets by 7% growth over last Year.
- Recipient of Two Award for attaining 89 Cr consecutive years in recognition of exceeding Annual sales targets by an average of 32% over a 12 months period.
- Trained and developed a team of 3new BM who achieved an average of 95% of their sales targets in their first 2 quarters.

## Previous Experience

Nov'23 with URBE Technovative Pvt. Ltd., Eastern Region including Chhattisgarhas, Zonal Manager-Marketing-

Mar'20- Oct' 23 with Jalganga Pumps LLP, Eastern Region including Chhattisgarhas, Zonal Manager-Marketing-Electrical Motor **Pump**, Solar Pumps & Cable

May'13- Jan' 20 with La-Gajjar Machineries Pvt. Ltd. (Varuna Pump), Eastern Region including Chhattisgarhas, Zonal Manager-Marketing-Electrical Motor Pump, Solar Pumps & Cable

Jun'10-May'13 with Bajaj Electricals Limited, Bihar, Jharkhand & Nepal as Assistant Manager-Electrical Motor Pump & Fan

Dec'06-Jun'10 with Ujala Pumps Pvt. Ltd., Bihar, Jharkhand as Branch Manager-Electrical Motor Pump

Jul'04-Nov'06 with Khaitan Electricals Ltd., Bihar, Jharkhand as Senior Sales Executive-Electrical Motor Pump & Fan

Sep'01-Jun'04 with Lubi Submersibles Ltd., Bihar as Sales Officer-Electrical Motor Pump